

Energy Drinks

3 Key Takeaways


— 1 —

Energy drinks and sports drinks are not the same.



— 2 —

Energy drinks have high doses of caffeine and sugar that can negatively impact the body and athletic performance.



— 3 —

Energy drink companies target young people, so be a smart consumer.



The Basics

- Sports drinks contain water, minerals, electrolytes, and carbohydrates that help hydrate the body and replenish glucose, the body's source of energy.
- Due to the potential health risks, young people should avoid energy drinks.
- The Food and Drug Administration (FDA) imposed a 71mg limit on the amount of caffeine that may be added to a 12-ounce soda. Still, no limits are imposed on the caffeine content of energy drinks because they are categorized as food supplements. Some of the larger energy drinks can have 200-300 milligrams of caffeine or more.
- One of the main consumer groups targeted by energy drink companies include young people ages 18-25.

Energy Drinks: Ambassador Story

Jimmy Moody, retired U.S. Olympic Fencing National Team member, knows the difference between energy drinks and sports drinks. He remembers a time in college when he drank an energy drink before his competition. Fencing events typically last all day, so he considered energy drinks to be an attractive solution to helping him get through the day. Jimmy admits he fell for the cleverly packaged, colorful cans offering great-tasting flavors of energy drinks.

Before Jimmy's last match, after consuming energy drinks throughout the day, he crashed and fell asleep at the competition venue when he only intended to rest. Luckily his coach was able to wake him minutes before the match, but Jimmy was so unfocused and unprepared that he lost the match. Jimmy now uses sports drinks that are full of electrolytes and carbohydrates that help him stay focused and maintain his performance for longer periods of time.



Energy drinks can harm your health and negatively impact athletic performance because of the high amounts of caffeine and sugar that they contain. Energy drink companies often target younger shoppers with clever packaging, so be a smart consumer. TrueSport athletes are smart consumers and avoid using energy drinks.

AMBASSADOR STORY QUESTIONS

1. *What were the main points you took away from the ambassador story?*
2. *Does it surprise you to hear about the dangers and concerns with consuming energy drinks?*
3. *How can you use this information about energy drinks to better prepare yourself as an athlete?*
4. *What is the current landscape at your school in regard to energy drinks? Are they popular among your student body or team?*